

- Select a business that is different to the one you did in term 1.

Sources of Information.

Sources of information must be both **Primary and Secondary** sources of information.

Primary research involves direct investigation and includes such things as **visits and observations to a business**, as well as **interviews/ questionnaires** with an **owner or significant manager** who thoroughly knows the operations of the whole business. This task requires you to interview a business person in order to gather primary information to complete the task. Attached are sample questions to assist with the interview. You may ask many of these questions. Some may not be relevant and you may have to ask other questions to gather the information you need.

Secondary sources of research would involve reading and analysing a range of **material that has been written down by other people** and includes things such as **company reports, company histories, newspaper and magazine articles, brochures, books and even a website** if one exists. Your research **must involve BOTH primary and secondary sources of research** and a list of the secondary sources should be attached to the task. A **sample of questions you could ask an owner or significant manager** is attached to this task for to be used as a guideline only.

The Syllabus Learning Outcomes For Assessment.

This task assesses the following syllabus learning outcomes.

P1.1: P1.2: P2.1; P3.1; P3.2; P4.2; P5.1; P5.2; P5.3; P5.5

P1.1 describes the nature of business and its role in society

P1.2 analyses types of business structures.

P2.1 assesses the role, importance and interdependence of key business functions in the operation of a business.

P3.1 explains the business life cycle and analyses the challenges that each stage presents for management.

P3.2 explains the responsibilities of business to internal and external stakeholders.

P4.2 describes the internal and external factors contributing to the success or failure of business.